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ABSTRACT

This booklet is intended to help decrease the barriers of prejudice toward people who have mental illnesses. It serves as an educational tool to eliminate the stigma associated with mental illness and to help develop anti-stigma or anti-discrimination programs. Increasingly, the media is doing a better job of breaking down the stereotypes associated with mental illness. Tools are provided in this publication to help promote fair, accurate, and balanced portrayals in the media. A seven-step guide is included on how to write an effective letter of complaint about unfair coverage of these issues in the media. Links are provided to groups with a common interest on the impact of widespread misconceptions on people who are coping with and recovering from mental illness. The 1999 surgeon general's call for action on mental health has invigorated a growing momentum to address the harm that prejudice and discrimination inflict upon millions. Anti-stigma and anti-discrimination work is critical. Through persistent, combined efforts, the mental health community can lead public opinion away from stereotypic thinking. A list of media directories for television, radio, and newspapers, and additional resources are included. (Contains 21 references.) (JDM)



# CHALLENGING STEREOTYPES

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## An Action Guide

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**Substance Abuse and Mental Health Services Administration**  
**Center for Mental Health Services**  
[www.samhsa.gov](http://www.samhsa.gov)

# **CHALLENGING STEREOTYPES**

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## **DISCLAIMER**

The content of this publication does not necessarily reflect the views or policies of the Center for Mental Health Services (CMHS), Substance Abuse and Mental Health Services Administration (SAMHSA), or the Department of Health and Human Services.

## **NOTE ON LANGUAGE**

Emerging concepts in mental health require a vocabulary that accommodates change. The goal of this guide is language that is flexible and accessible to the general public.

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# Foreword

**P**rejudice, stigmatization, and discrimination are deeply embedded in our language, in our beliefs, and in the way we interact with one another. Though a mental illness is only one aspect of an individual's life, all too often the label alone bars that person from achieving a self-directed life with meaningful connections to his or her community.

This publication, *Challenging Stereotypes: An Action Guide*, is intended to help decrease the barriers of prejudice toward people who have mental illnesses. In the words of U. S. Surgeon General David Satcher, "We have allowed stigma and a now unwarranted sense of hopelessness about the opportunities for recovery from mental illness to erect these barriers. It is time to take them down."

Our goal in the early years of this new millennium is to eliminate the stigma that is now associated with mental illness. All avenues of public education must be used to overcome the misperceptions that belie the present-day realities of mental illness. This publication is just one educational tool to accomplish the task. We hope it will be useful to members and friends of the mental health community, and also to groups that develop anti-stigma/anti-discrimination programs.

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# Introduction

**R**ecovery from mental illness is a complex process. As with all serious illness, the well-being of recovering individuals is affected by the attitudes that surround them. Despite increasing sensitivity about most disabilities, mental illness all too often remains a target for ridicule and misrepresentation in advertising, entertainment, and the mainstream media.

Most of what we know as individuals comes not from personal experience, but from the stories that surround us from birth. In the past it was families, religious institutions, schools, and respected members of the community who instilled cultural attitudes. "Today, this is done by the mass media," says George Gerbner, founder of the Cultural Environment Movement, and a researcher whose career includes 30 years of monitoring the cultural impact of television on society.

Television is, in Gerbner's words, "the wholesale distributor of the stigma of mental illness." His research has shown that characters portrayed on television as having mental illnesses have four times the violence rate and six times the victimization rate of other characters. Gerbner notes that "Violence and retribution are shown as inherent in the illness itself and thus inescapable. No other group in the dramatic world of television suffers and is shown to deserve such a dire fate."<sup>1</sup>

The portrayal of mental illness in the movies is similarly distorted. In the late 1980s, Steven E. Hyler of Columbia University and his colleagues identified six categories of psychiatric characters in films: homicidal maniac, narcissistic parasite, seductress, enlightened member of society, rebellious free spirit, and zoo specimen. Hyler con-

cluded that these predominantly negative stereotypes had a damaging effect on the viewing public and on the patients themselves, their family members, and policy makers.<sup>2</sup> More recently, Otto F. Wahl of George Mason University, an authority on public images of mental illness, found that in the decade from 1985 to 1995, Hollywood released more than 150 films with characters who have mental illnesses, the majority of them killers and villains.<sup>3</sup> There can be no doubt that Hollywood stereotypes are a large part of what people know, or think they know, about people with psychiatric vulnerabilities.

Newspaper reports about mental illness are often more accurate than the characters one sees in TV entertainment and movies. Still, people with psychiatric histories generally are reported negatively. In 1991, researchers Russell E. Shain and Julie Phillips, using the United Press International database from 1983, found that 86 percent of all print stories dealing with former mental patients focused on violent crime.<sup>4</sup> A 1997 British study found similarly skewed stories,<sup>5</sup> and a 1999 German study (to be published) concludes that selective reporting about mental illness causes audiences to distort their view of the "real world."<sup>6</sup>

Media stereotypes of persons with mental illness as villains, failures, buffoons — together with the misuse of terms like "schizophrenia" and "psychotic" in negative contexts — have far-reaching consequences. On the most deeply personal level, biased stereotypes damage the sense of self-worth of millions of persons diagnosed with serious psychiatric illnesses. On the social and economic levels, negative stereotyping may result in large-scale discrimination

against an entire class of people in the areas of housing, employment, health insurance, and medical treatment.

Increasingly, the media are doing better work; at times, their efforts are excellent. Diana Ross's moving and realistic portrayal of schizophrenia in *Out of Darkness*, an ABC television drama<sup>7</sup>, was praised by mental health activists. "Good" characters with mental illness are appearing from time to time in prime-time television entertainment. In an outstanding documentary for *Dateline NBC*, John Hockenberry followed for two years the uneven course of recovery of a young man with schizophrenia.<sup>8</sup>

Feature stories about the achievements of individuals diagnosed with mental illness — such as *Newsweek*'s account of Tom Harrell,<sup>9</sup> a jazz trumpet star; *The San Diego Union-Tribune*'s account of pro golfer Muffin Spencer-Devlin;<sup>10</sup> and a *New York Times* business section feature about John Forbes Nash, Jr., the winner of a Nobel Prize for

economics<sup>11</sup> — also help shatter stereotypes. A *New York Times Magazine* cover story, for example, brought new understanding to a highly publicized homicide when it chronicled a young man's search for help in a crumbling mental health system.<sup>12</sup>

And increasingly, people with first-hand experience of mental illness are writing books, appearing on television news and talk shows, producing documentaries and radio programs, and contributing articles to the print media.

The disparity between mental illness as it is perceived by much of the public and mental illness as it is lived and experienced is a gulf to be bridged. In his 1999 landmark report to the Nation on mental illness and health, Surgeon General David Satcher called on America to tear down the barriers of prejudice that block access to services and recovery.<sup>13</sup> Nothing short of a national commitment to de-stigmatize mental illness will achieve this goal.

# We Must Speak Out!

**T**he purpose of this section is to provide you with some tools to help you promote fair, accurate, and balanced portrayals of mental illness in the media. Your voice does make a difference.

Whether you handwrite it, type it, dictate it, or e-mail it, it's your passion and knowledge that persuade, that get your letters read (and published), and that change hearts and minds.

## **SEVEN STEPS TO WRITING AN EFFECTIVE LETTER OF COMPLAINT**

### **1. OPEN WITH YOUR PURPOSE AND EXPRESS YOUR FEELINGS**

The purpose of this letter is...

- to let you know...
- to suggest...
- to express my disappointment with...
- to protest...
- to condemn...

### **2. DOCUMENT THE SOURCE OF YOUR COMPLAINT**

- your editorial...
- your article...
- your television program...
- your film...

...that appeared on (date) under the title of (name of the editorial, article, program, or film)

### **3. SAY WHO YOU ARE**

- As a reader, viewer/fan who has a psychiatric disability...
- As the family member of a wonderful young woman who has a...
- As the administrator of a program for persons who...



**4. SAY WHAT UPSET YOU AND THE HARM IT DOES**

I can tell you that...

- your joke made me cry from pain and anger...
- your headline made my blood boil...
- you are misleading the public about...

**5. ADD SOME INFORMATION ABOUT PSYCHIATRIC DISABILITIES**

I can also tell you that...

- negative stereotypes profoundly affect attitudes towards persons with mental illness. A 1990 study found that two out of three people surveyed get their information about mental illness from the media — not doctors or other professionals.

**6. SAY WHAT YOU WANT DONE**

I implore you to stop...

- the slurs and jokes...
- the sensational headlines...
- the exploitation...

You can address any harm done by accurately reporting...

**7. EDUCATE!**

I enclose...

- educational material about...
- information about our program...
- an article about...

**HERE ARE SOME EXAMPLES OF  
ACTUAL LETTERS, WRITTEN BY  
REAL-LIFE PEOPLE**

**HERE IS A LETTER TO A NEWSPAPER  
CONCERNING AN OFFENSIVE CARTOON**

Regarding the cartoon on your editorial page yesterday, the use of the words "paranoid schizophrenic" and the man in the straitjacket are very offensive. Apparently the person who authored this cartoon knows nothing about mental illness. Paranoid schizophrenia is a very serious mental illness, and it is nothing to make jokes about.

The media is guilty of using this term indiscriminately. One in four families is affected by a mental illness. None of us has to look very far to know someone who has been touched by this disease.

I hope the people who are guilty of using these terms will educate themselves.

**HERE IS A LETTER TO A TELEVISION  
NETWORK ABOUT A STIGMATIZING  
EPISODE OF A SITUATION COMEDY  
SHOW**

I am writing to express my deep disappointment that your network plans to rebroadcast an episode of the *Drew Carey Show* (August 20, 1997) that many of us in the mental health and vocational rehabilitation community find highly objectionable. This episode reinforces the widespread perception that persons with mental illness are dangerous, that employing people with a history of mental illness or being friendly with people with a history of mental illness is likely to end in violence, and that people with mental illness are to be kept away from the rest of society as much as possible. Having made the mistake twice now, the show simply chooses to ignore the criticism, rebroadcasts the offending episodes, and moves forward.

**HERE IS A LETTER TO A NEWSPAPER  
ABOUT AN OFFENSIVE OBITUARY.**

Your Oct. 7 obituary of Margaret Mary Ray does a great disservice to Ray and to the millions of other people with mental illnesses. Focusing on Ray's unusual behaviors, it encourages the public to think of those with mental illnesses more as a bundle of frightening symptoms than as complex human beings, like others, with background and roots and even accomplishments unrelated to her mental illness.

In Ray's obituary, readers learn of her stalking of David Letterman, her imprisonment, and her institutionalization — circumstances that are appropriately reported as part of the history that brought her to public attention. In contrast to the more traditional obituaries, however — such as the one just below hers — no information about other aspects of her life is given. The other obituary tells of the deceased woman's occupation and education. No information about education and occupation is provided for Margaret Mary Ray. The other obituary names a home town and tells a little about the woman's early life. No such information is provided for Ray. Readers are told of survivors who will mourn the other woman's passing. Ray's obituary ends only with a retelling of a joke about her from the Letterman show.

Just because someone's mental illness has led her to jail, hospitalization and finally suicide does not mean that she should be treated as less fully human than others. Margaret Mary Ray — as all those who have psychiatric disorders — deserves recognition of a life and an identity beyond mental illness.

**HERE IS A "GENERAL PURPOSE"  
EDUCATIONAL LETTER TO A  
NEWSPAPER**

In the past 2½ years, two sons and a daughter of three of my friends have died from the same type of illness that afflicts my son. Two of these

people committed suicide. The other was psychotic and thought he could swim across Budd Inlet. He made it less than halfway.

The oldest of these three young people was 30. All had serious mental illness. Can you imagine how I feel when mental illness is mocked or trivialized?

The current ad campaign for Denny's Grand Slam Breakfast is a prime example of trivializing serious mental illness. Every time I hear or see the ad, it churns my stomach and makes me want to cry. Saying, "You must be out of your mind," says, in essence, "You must be out of touch with reality." Being out of touch with reality means being in psychosis. People who suffer from psychosis suffer. And people who love people who suffer from psychoses also suffer.

The "Happy Meal" boxes currently at McDonald's are another example. They feature "Animaniacs," which, I understand, is a Warner Bros. Saturday morning cartoon starring Wakko and Yakko. I'm sure it is not the intention of McDonald's or Warner Bros. that, the next time my son has a relapse of his illness, his niece and nephews should laugh at him instead of worrying about him. That is certainly not their intention, but it could well be the result.

I know there's a lot of talk now about "political correctness" and I know that people are about fed up with it. I'm not talking about political correctness. I'm talking about compassion and consideration for people in deep pain. As painful as psychoses can be, I've heard more than one person with serious mental illness say that the stigma is worse than the illness.

Please, these illnesses can strike in any family. They generally hit people in their late teens or early twenties — just as a person is about to begin to fulfill his dreams.

Please teach your children compassion for people with serious illness and join me in letting

advertisers know that any attempt to sell products at the expense of other people's pain is no longer funny.

**HERE IS A LETTER TO A NEWSPAPER  
ABOUT THE USE OF STEREOTYPICAL  
LANGUAGE.**

The first sentence of your April editorial, "Painful Lessons," describes the bombers of the Oklahoma City Federal building as "deranged individuals." How interesting that this is the nastiest thing you can think of to say about them! Once again the press has equated mental illness with violent evil acts.

Nowhere in the editorial, or other media reports of the Oklahoma bombing, is there any indication that the suspects are people with psychiatric disabilities. Indeed, like others described in your editorial who committed evil acts, they are political fanatics who do not value human life.

When I phoned my ex-roommate last month to wish her happy birthday, she told me a horror story all too common for those of us with psychiatric labels. When she sought treatment at a psychiatric emergency ward, this small gentle person was assaulted twice by staff. Her insistence on specifying which medications she would take got her labeled "non-compliant." Then, after the family minister was fooled into leaving, they jumped her. After breaking her wrist in three places, they injected her with huge amounts of mind-paralyzing drugs. She awoke from the drug haze in "four-point restraint," with her wrist swollen double its usual size, and in severe pain.

Labeling the acts of violent political or religious fanatics the work of "deranged individuals" directly feeds the prejudice which led to the assault on my friend.

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All letters printed with permission.

## **INFORMATION YOU CAN USE IN LETTERS**

**SERIOUS MENTAL ILLNESSES**, a term applied to mental disorders that interfere with some area of social functioning, affect over 10 million adults (5.4 percent of the adult population).<sup>1</sup> Though the illnesses are treatable and many people lead productive lives before and after the illness, the stigma and discrimination imposed by society discourage treatment and impede recovery. Two-thirds of the 44 million Americans who have diagnosable mental disorders do not seek treatment.<sup>2</sup>

**PSYCHOSIS** is a term used to indicate thinking disruption and altered perceptions of reality. Psychosis can occur during an acute phase of schizophrenia, manic-depression, or major depression, and is generally treatable. "Psychotic" does not mean sinister or violent. The term "psychotic" is often misused in articles, novels, television dramas, and movies to describe characters with a pattern of heinous behavior. This error spreads confusion about the nature of psychosis and adds to prejudice.

**SCHIZOPHRENIA** is a diagnostic term applied to a serious, treatable illness that will affect one out of every 100 Americans. The illness responds best to early, supportive treatment. Over time, many people learn successful ways of managing

even severe symptoms to moderate their disruptiveness to daily life.<sup>3</sup> Schizophrenia is not split or multiple personality. The word should be used only in appropriate medical contexts to reduce public confusion.

**MAJOR DEPRESSION**, also called major unipolar depression, is the leading cause of disability in the United States and worldwide.<sup>4</sup> It affects one in 15 Americans in any given year. The suicide rate is 6 times higher for persons with diagnosable depression than for a person without the illness.<sup>5</sup> With appropriate treatment, 80 percent of those affected can improve.<sup>6</sup>

**MANIC-DEPRESSION**, also called bipolar disorder, is a treatable condition causing disabling mood swings that will affect one in 100 Americans. Determining the proper medication requires persistence and patience.<sup>7</sup> Studies show that without treatment the illness leads to suicide in nearly 20 percent of cases.<sup>8</sup> Manic-depressive illness, major depression, and schizophrenia are complicated when combined with alcohol or substance abuse.

**RECOVERY** from a serious mental illness may take months or years. Progress toward recovery is aided by recognizing symptoms and seeking early help, appropriate medical care, social and housing supports, guidance in managing symptoms, access to crisis support, and rehabilitation options.

# Delivering Your Message

**A**fter you have written a letter, where do you send it? This section is intended to give you the information you need to guide your message to its destination.

The Internet is helpful in providing Web home pages. There you are likely to find E-mail addresses urging Internet users to "contact us." (Mailing addresses and phone numbers, however, are rarely listed.)

Gradually you will develop your own list of useful contacts, allowing you to keep abreast of changes that occur often in the communications field.

## **CONTACTING THE NATIONAL MEDIA**

This section contains lists to simplify locating addresses for the major national media. Because of rapid changes in the media industry, it's a good idea to double check any personal names before using them.

A media list of your own is perhaps the best way to have frequently needed contact information at your fingertips. You will see it develop gradually as you write letters or E-mail your views to the media.

### **NATIONAL NEWSPAPERS**

The most likely reason for getting in touch with a national newspaper is to respond to an article or column — typically, with a letter to the editor intended for publication. Letters to the editor are sent to the address listed on the editorial page. But lots of letters don't get published because of limited space. If you can, send copies of your letter to the reporter, columnist, or critic who wrote the article, and also to the executive editor of the paper who will forward it down the line. You may also send copies of letters to the appropriate section editor — news, editorial, arts and entertainment, health and science, lifestyle, business, or magazine section. Even if your letter is not published, it will deliver its message to important people. A call to the newspaper is the easiest way to get the names and numbers of the editors and critics.

### **NATIONAL MAGAZINES**

Most magazines give contact information in their Letters to the Editor section. They also list their E-mail and Web sites.

### **NATIONAL BROADCAST MEDIA: TV, CABLE, RADIO**

The addresses and phone numbers of major broadcasters are listed in this section. Address

letters to President, or call the main operator for the chief executive's name. If you wish to write to the program's producer, his or her name will appear in the broadcast credits. For the phone number of a particular national program, call the national broadcaster's main operator. Another way to get contact information is from a local affiliate of the national broadcaster. If none of these options work, call your library and see if they give reference information over the phone. If you go to the library, a media directory such as the *Gale Directory of Publications and Broadcast Media* would be the place to look. Lastly, there may be a Viewer Comment option on the national broadcaster's Web site.

## **CONTACTING THE LOCAL MEDIA**

The place to start, when looking for contact information for a local media organization, is probably the newspaper or broadcast itself. All of your comments, in praise or in protest, will interest the journalist who covered the story.

If you read it in the newspaper, take down the name of the reporter who wrote the story. If you'd like to speak with him or her, look for the newspaper's telephone number — it's on the editorial page or near the beginning of the newspaper — and ask the operator to connect you. Try not to call after 4:00 P.M., as that's when reporters are feeling the most pressure to finish their stories. If you'd like to write a letter to the editor, ask the operator for the name of the Editorial Page editor (and, if you wish, the fax number). It's always a good idea to address this editor — like all editors — by name.

If you have something to say about a headline, news story, or feature article, send a copy of your letter to the executive editor. To comment on an advertisement, write to the publisher. Their names are listed on the masthead in the editorial section of the paper.

If you heard it on the radio or saw it on TV, following up may take a few extra steps. Your local telephone directory is probably the place to start looking for contact information. Radio and TV stations have "call letters" and these are usually listed alphabetically in the directory. When you call, you'll probably get the station's operator. Ask him or her for the information you need. Operators are typically polite and try to be helpful.

Radio stations have station managers. Television programs have producers. These are the people you want to reach when you have something important to say. Get their names, addresses, and phone numbers.

If, when you call a radio or TV station, you learn that a particular segment of a news report, or any other program, originated elsewhere, find out where. Ask for the name of the media organization that provided the segment. Try to get a name there, a phone number, or address so you can follow up.

Broadcast networks often have Viewer Comment voice-mail numbers. Taped comments are an excellent way to convey your message, since broadcasters rely on feedback from their audiences. If you wish, you can call back after planning what you want to say.

## **LOCATING DIFFICULT-TO-FIND MEDIA**

When looking for information, it's best to begin right in your home or office with your local telephone directory or the Internet. If the information you seek needs a bit more digging to uncover, the place to go is your local library. Many community libraries offer telephone reference services — a luxury worth exploring.

At the library, chances are you will see a media directory on the reference shelves. The best

come in several volumes, and they are very complete. They are also expensive. Do not be disappointed, then, if the volumes your library owns are well-thumbed and a few years out of date. Instead, start digging. Even older media directories are crammed with useful information. Your trip to the library will be productive enough for you to be able to follow up at home with phone calls.

The most complete media directories are: *Bacon's Newspaper Directory*, *Bacon's Magazine Directory*, and the *Gale Directory of Publications and Broadcast Media*.

**BACON'S NEWSPAPER DIRECTORY.** This is a very comprehensive directory of national dailies, major news services and syndicates, newspaper publisher chains, Sunday supplements, plus local dailies, semiweeklies, and monthlies. Newspapers are listed alphabetically, by State and city.

Contact information typically includes general phone and fax numbers, as well as the names and telephones of editors, writers, and critics. This contact information is also given for domestic bureaus of national dailies and major news services.

**BACON'S MAGAZINE DIRECTORY.** The publications are organized according to markets (women's, health and fitness, and so forth) with classifications corresponding to contents (e.g., advertising, radio, and TV).

Contact information includes general phone and fax numbers, often E-mail and Internet addresses, and the names and telephone numbers of editors, news writers, and critics.

Magazine publishers that own three or more magazines are listed under "Multiple Magazine Publishers."

**GALE DIRECTORY OF PUBLICATIONS AND BROADCAST MEDIA.** This directory lists national newspapers, magazines, TV and radio

networks, newspaper and radio news services, and cable systems (C-Span, CNN/Headline News, etc.). It also lists local dailies, weeklies, monthlies, and free newspapers; local TV and radio stations, and trade publications.

Contact information includes the names of editors and writers for newspapers and magazines, and key personnel (such as station owners and managers) for local radio and TV stations, plus phone/fax numbers, mailing addresses, and E-mail addresses.

Newspapers are arranged geographically, by States and cities; magazines, by State and type (entertainment, health and fitness, mental health). Radio stations are grouped by type (classical, talk radio, public radio), with entries appearing geographically, by States and cities, with call letters and frequencies on the dial. Trade publications are arranged by subject (advertising, music, psychology) and, within subject, by States and cities.

## **OTHER USEFUL DIRECTORIES**

**THE DIRECTORY OF BUSINESS INFORMATION RESOURCES** lists associations, newsletters, magazines and journals, tradeshows, directories, and databases. These are grouped alphabetically, by industry (example: advertising, communications and media).

**PROFESSIONAL/TRADE/ASSOCIATIONS DIRECTORIES.** Media and other industry associations often have codes of conduct that their members agree to observe. Possible violations of these codes can be brought to the attention of the top decision makers of the organization. They can also be prevailed upon to educate their members.

**ENCYCLOPEDIA OF ASSOCIATIONS.** This directory of professional, trade, and other groups lists organizations by State. Contact information includes the executive director's name.

## **MEDIA DIRECTORIES (INTERNET)**

### **AJR Newslink**

<http://ajr.newslink.org>

This is a directory of broadcast and print media. A joint venture of the American Journalism Review and Newslink Association.

### **Internet Movie Data Base (IMDB)**

[www.imdb.com](http://www.imdb.com)

This site gives information about all aspects of present, past, and future movies. An Amazon company.

### **Knowledge Exchange Network (KEN)**

[www.mentalhealth.org](http://www.mentalhealth.org)

This site's newsroom posts a daily survey of mental health news on the Internet.

### **Mr. Showbiz**

[www.mrshowbiz.go.com](http://www.mrshowbiz.go.com)

Furnishes news of movies, TV, and show biz.

### **News Index**

[www.newsindex.com](http://www.newsindex.com)

An index of news and news sources. Use "search" for news about mental illness/health.

### **The News Directory**

[www.newsdirectory.com](http://www.newsdirectory.com)

A directory of newspapers, magazines, and television stations.

### **Yahoo (See News & Media)**

[www.yahoo.com](http://www.yahoo.com)

A catalog of media sources, with information about them.

### **Zap2it.com!**

[www.zap2it.com](http://www.zap2it.com)

This site posts TV and movie information. Published by Tribune News Services.

## **TELEVISION, CABLE & RADIO NETWORKS**

### **TELEVISION NETWORKS**

#### **ABC-TV**

77 West 66th Street  
New York, NY 10023-6298  
Tel: 212-456-7777, Fax: 212-456-4866  
Web: [www.abc.com](http://www.abc.com)

#### **ABC-TV (Entertainment Division)**

2040 Avenue of the Stars  
Los Angeles, CA 90027  
Tel: 310-557-7777, Fax: 310-557-7170

#### **CBS-TV**

51 West 52nd Street  
New York, NY 10019  
Tel: 212-975-4321, Fax: 212-975-6488  
Web: [www.cbs.com](http://www.cbs.com)

#### **CBS-TV (Entertainment Division)**

7800 Beverly Boulevard  
Los Angeles, CA 90036  
Tel: 323-575-2345, Fax: 323-653-8266

#### **FOX-TV**

10201 West Pico Boulevard  
Los Angeles, CA 90035  
Tel: 310-369-1000  
Web: [www.fox.com](http://www.fox.com)

#### **NBC-TV**

Rockefeller Plaza  
New York, NY 10112  
Tel: 212-664-4444  
Web: [www.nbc.com](http://www.nbc.com)

#### **NBC-TV West Coast**

3000 West Alameda Avenue  
Burbank, CA 91523  
Tel: 818-840-4444, Fax: 818-840-6000

## **Public Broadcasting System**

1320 Braddock Place  
Alexandria, VA 22314-1698  
Tel: 703-739-5000, Fax: 703-739-0775  
E-mail: [jdoe@pbs.org](mailto:jdoe@pbs.org)  
Web: [www.pbs.org](http://www.pbs.org)

## **UPN Network (United Paramount)**

11800 Wilshire Boulevard  
Los Angeles, CA 90025  
Tel: 310-575-7000  
Web: [www.upn.com](http://www.upn.com)

## **Warner Brothers Network**

1325 Avenue of the Americas  
New York, NY 10019  
Tel: 212-636-5000  
Web: [www.wb.com](http://www.wb.com)

## **CABLE NETWORKS**

#### **A & E Networks**

235 East 45th Street  
New York, NY 10017  
Tel: 212-210-1400  
Web: [www.aande.com](http://www.aande.com)

#### **CNBC**

2200 Fletcher Avenue  
Fort Lee, NJ 07024  
Tel: 201-585-2622, Fax: 201-585-6393  
Web: [www.cnbc.com](http://www.cnbc.com)

#### **CNN**

One CNN Center  
Box 105366  
Atlanta, GA 30348-5366  
Tel: 404-827-1500  
Web: [www.turner.com](http://www.turner.com) or [www.cnn.com](http://www.cnn.com)

#### **Comedy Central**

1775 Broadway  
New York, NY 10019  
Tel: 212-767-8600, Fax: 212-767-8592  
Web: [www.comedycentral.com](http://www.comedycentral.com)

**Court TV**

600 Third Avenue, 2nd Floor  
New York, NY 10016  
Tel: 212-973-2800  
Viewer Comment: 800-COURT 56  
E-mail: courttv.com  
Web: www.courtvtv.com

**Discovery Channel**

641 Lexington Avenue  
New York, NY 10022  
Tel: 212-751-2120, Fax: 212-751-3707  
Web: www.discovery.com

**Disney Channel**

Burbank Center  
3800 West Alameda Avenue  
Burbank, CA 91505  
Tel: 818-569-7500  
Web: www.disney.com

**Home Box Office (HBO)**

1100 Sixth Avenue  
New York, NY 10036  
Tel: 212-512-1000, Fax: 212-512-1451  
Web: www.hbo.com

**MTV Networks**

1515 Broadway  
New York, NY 10036-5797  
Tel: 212-258-8000  
Viewer comment: 212-258-8700  
Web: www.mtv.com

**Nickelodeon**

1515 Broadway  
New York, NY 10036-5797  
Tel: 212-258-7500  
Viewer comment: 212-846-4220  
Web: www.nick.com

**Showtime Networks, Inc.**

1633 Broadway  
New York, NY 10019  
Tel: 212-708-1600, Fax: 212-654-1212  
Web: www.showtimeonline.com

**USA Network**

152 West 57th Street  
New York, NY 10019  
Tel: 212-314-7300  
Web: www.USAnetwork.com

**RADIO NETWORKS**

**ABC Radio Network**

444 Madison Avenue  
New York, NY 10022  
Tel: 212-735-1700, Fax: 212-735-1799  
Web: www.abcradio.com

**CBS Radio Networks**

524 West 57th Street  
New York, NY 10019  
Tel: 212-975-4321, Fax: 212-975-6347  
Web: www.cbsradio.com

**CNN Radio Network**

One CNN Center, Box 105366  
Atlanta, GA 30348-5366  
Tel: 404-827-1500  
E-mail: cnn.radio.turner.com  
Web: www.cnn.com/audioselect

**National Public Radio (NPR)**

635 Massachusetts Ave, NW  
Washington, DC 20001-3753  
Tel: 202-414-2000, Fax: 202-414-3329  
Web: www.npr.org

**TELEVISION NEWS PROGRAMS**

**ABC World News Tonight**

47 West 66th Street  
New York, NY 10023  
Tel: 212-456-4040, Fax: 212-456-2795  
Web: www.abcnews.com

**ABC Good Morning America**

147 Columbus Avenue  
New York, NY 10023  
Tel: 212-456-5900  
Web: www.abcnews.com



**20/20 (ABC News)**

147 Columbus Avenue  
New York, NY 10023  
Tel: 212-456-2020  
E-mail: 2020@abcnews.com

**CBS Evening News**

524 West 57th Street  
New York, NY 10019  
Tel: 212-975-3693  
Web: www.cbs.com

**CBS This Morning**

524 West 57th Street  
New York, NY 10019  
Tel: 212-974-2824, Fax: 212-975-2115

**CNN**

One CNN Center  
Box 105366  
Atlanta, GA 30348-5366  
Tel: 404-827-1500  
Web: www.cnn.com

**CNN Washington Bureau**

820 First Street, NE  
Washington, DC 20002  
Tel: 202-898-7900, Fax: 202-898-7565

**CNN Crossfire**

820 First Street, NE  
Washington, DC 20002  
Tel: 202-898-7900, Fax: 202-898-7565

**Dateline NBC**

30 Rockefeller Plaza  
New York, NY 10112  
Tel: 212-664-4444  
E-mail: dateline@news.nbc.com  
Web: www.nbc.com

**Face The Nation**

CBS News  
202 M Street, NW  
Washington, DC 20036  
Tel: 202-457-4481

**Fox News**

1211 Avenue of the Americas  
New York, NY 10036  
Tel: 212-301-3000  
Viewer services: 310-369-3066

**Larry King Live**

820 First Street, NE  
Washington, DC 20002  
Tel: 202-898-7900 (CNN)

**Meet the Press**

NBC News  
4001 Nebraska Avenue, NW  
Washington, DC 20016  
Tel: 202-885-4598, Fax: 202-966-4544

**NBC Nightly News**

30 Rockefeller Plaza  
New York, NY 10112  
Tel: 212-664-4971  
E-mail: nightly@msnbc.com

**Nightline ABC News**

1717 DeSales, NW  
Washington, DC 20036  
Tel: 202-222-7777  
E-mail: niteline@abc.com

**Public Broadcasting System**

1320 Braddock Place  
Alexandria, VA 23314  
Tel: 703-739-5000

**60 Minutes**

CBS News  
524 West 57th Street  
New York, NY 10019  
Tel: 212-975-2006, Fax: 212-975-2019

**The News Hour with Jim Lehrer**

Public Broadcasting System  
3620 South 27th Street  
Arlington, VA 22206  
Tel: 703-998-2111

**Today Show**

NBC News  
30 Rockefeller Plaza  
New York, NY 10112  
Tel: 212-664-4249  
E-mail: today@msnbc.com

**Washington Week in Review**

WETA-TV  
2775 South Quincy Street  
Arlington, VA 22206  
Tel: 703-998-2884

**PRINT MEDIA: MAGAZINES,  
NEWSPAPERS, SYNDICATES**

**Associated Press**

50 Rockefeller Plaza  
New York, NY 10020  
Tel: 212-621-1500, Fax: 212-621-1679

**Associated Press**

**Washington Bureau, Print**  
2021 K Street, NW  
Washington, DC 20006  
Tel: 202-776-9400

**Boston Globe**

P. O. Box 2378  
Boston, MA 02107  
Tel: 617-929-2000

**Business Week**

1221 Avenue of Americas  
New York, NY 10020  
Tel: 212-512-2511  
Web: www.businessweek.com

**Cartoonist & Writers Syndicate**

67 Riverside Drive, Suite 1D  
New York, NY 10024  
Tel: 212-227-8666  
E-mail: cws@cartoonweb.com  
Web: www.cartoonweb.com

**Chicago Tribune**

435 North Michigan Avenue  
Chicago, IL 60611  
Tel: 312-222-3232

**Creators Syndicate**

5777 W. Century Blvd., Suite 700  
Los Angeles, CA 90045  
Tel: 310-337-7003

**Dallas Morning News**

P. O. Box 655237  
Dallas, TX 75265  
Tel: 214-977-8222

**Editor & Publisher**

11 West 19th Street  
New York, NY 10011  
Tel: 212-675-4380, Fax: 212-929-1259  
E-mail: Edpub@mediainfo.com  
Web: www.mediainfo.com

**Gannett Wire Service**

1000 Wilson Blvd.  
Arlington, VA 22229  
Tel: 703-276-5800, Fax: 703-558-3902

**King Features Syndicate**

235 East 45th Street  
New York, NY 10017  
Tel: 212-455-4000

**Knight Ridder Tribune Wire**

529 14th Street, NW  
Washington, DC 20045  
Tel: 202-383-6095, Fax: 202-393-2460

**Los Angeles Times**

Times-Mirror Square  
Los Angeles, CA 90053  
Tel: 800-528-4637, Fax: 213-237-5000

**Los Angeles Times Syndicate**

218 South Spring Street  
Los Angeles, CA 90012  
Tel: 213-237-7987

**The New York Times**

229 West 43rd Street  
New York, NY 10036  
Tel: 212-556-1234  
Web: [www.nytimes.com](http://www.nytimes.com)

**The New York Times**

**Washington Bureau**  
1627 Eye Street, NW  
Washington, DC 20006  
Tel: 202-862-0300 Fax 202-862-0340

**Newsweek**

251 West 57th Street  
New York, NY 10019  
Tel: 212-445-4000, Fax: 212-445-5102

**Parade Publications**

711 Third Avenue  
New York, NY 10017  
Tel: 212-450-7000, Fax: 212-450-7284  
Web: [www.parade.com](http://www.parade.com)

**Philadelphia Inquirer**

400 North Broad Street  
Philadelphia, PA 19101  
Tel: 215-854-4500

**Reuters Information Service**

199 Water Street  
New York, NY 10038  
Tel: 212-859-1610, Fax: 212-859-1616

**Time**

Time & Life Bldg.  
Rockefeller Center  
New York, NY 10020  
Tel: 212-522-1212

**TV Guide**

4 Radnor Corporate Center  
Radnor, PA 19088  
Tel: 610-293-8500  
Web: [www.tvguide.com](http://www.tvguide.com)

**USA Today**

1000 Wilson Boulevard  
Arlington, VA 22229  
Tel: 703-276-3400  
Web: [www.usatoday.com](http://www.usatoday.com)

**USA Today**

**New York Bureau**  
535 Madison Avenue  
New York, NY 10022  
Tel: 212-715-5410  
Web: [www.usatoday.com](http://www.usatoday.com)

**U.S. News & World Report**

2400 N Street, NW  
Washington, D.C. 20037  
Tel: 202-955-2000  
Web: [www.usnews.com](http://www.usnews.com)

**Wall Street Journal**

200 Liberty Street  
New York, NY 10281  
Tel: 212-416-2000, Fax: 212-416-2658

**The Washington Post**

1150 15th Street, NW  
Washington, DC 20071  
Tel: 202-334-6000

**FILM & TELEVISION  
PRODUCTION COMPANIES**

**Amblin' Entertainment (Spielberg)**

100 Universal City Plaza  
Bungalow 477  
Universal City, CA 91608  
Tel: 818-733-7000

**Columbia Pictures**

10202 West Washington Boulevard  
Culver City, CA 90232  
Tel: 310-244-4000

**Culver Studios**

9336 West Washington Boulevard  
Culver City, CA 90232  
Tel: 310-202-3527

**Walt Disney Company**  
500 South Buena Vista Street  
Burbank, CA 91521  
Tel: 818-560-1000

**DreamWorks SKC**  
100 Universal City Plaza  
Universal City, CA 91608  
Tel: 818-733-7000

**Fox Productions**  
10201 West Pico Boulevard  
Los Angeles, CA 90035  
Tel: 310-369-1000

**Imagine Entertainment**  
9465 Wilshire Boulevard, 7th Floor  
Beverly Hills, CA 90212  
Tel: 310-858-2000

**Miramax Films**  
7966 Beverly Boulevard  
Los Angeles, CA 90048  
Tel: 323-951-4200

**MGM Studios**  
2500 Broadway Street  
Santa Monica, CA 90404-3061  
Tel: 310-449-3000

**Paramount Pictures**  
5555 Melrose Avenue  
Hollywood, CA 90038-3197  
Tel: 323-956-5000

**Sony Entertainment**  
10202 West Washington Boulevard  
Culver City, CA 90232  
Tel: 310-244-4000

**Universal Studios**  
100 Universal City Plaza  
Universal City, CA 91608  
Tel: 818-777-1000

**Warner Bros.**  
4000 Warner Boulevard  
Burbank, CA 91522  
Tel: 818-954-6000

# For More Information

**A** growing number of groups are working to eradicate stigma and discrimination. At the same time, researchers are providing better understanding of the prevalence of stigma and discrimination and their effects.

This section furnishes links to groups with a common interest in the impact of widespread misperceptions on people who are coping with and recovering from mental illnesses.

Included is a list of informative books, including "how-to" guides for working with the media.

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Resources listed in this document do not constitute an endorsement by CMHS/SAMHSA/HHS, nor are these resources exhaustive. Nothing is implied by an organization not being referenced.

**MENTAL HEALTH  
ORGANIZATIONS WITH  
AN ANTI-STIGMA/  
ANTI-DISCRIMINATION FOCUS**

**FEDERAL**

**Center for Mental Health Services  
Substance Abuse and Mental Health  
Services Administration  
Office of External Liaison**  
5600 Fishers Lane, Room 15-99  
Rockville, MD 20857  
Tel: 301-443-2792, Fax: 301-443-5163

**Center for Mental Health Services  
Substance Abuse and Mental Health  
Services Administration  
Knowledge Exchange Network**  
P. O. Box 42490  
Washington, DC 20015  
Tel: 800-789-CMHS (2647), TTY 301-443-9006  
E-mail: ken@mentalhealth.org  
Web: www.mentalhealth.org

**National Institute of Mental Health**  
Anxiety Disorders Education Program  
Depression Education Program  
6001 Executive Blvd, R8184, MSC9663  
Bethesda, MD 20892-9663  
Tel: 301-443-4513, Fax: 301-443-4279  
E-mail: nimhinfo@nih.gov  
Web: www.nimh.nih.gov

**NON-GOVERNMENT**

**Advocacy Unlimited**  
300 Russell Road  
Wethersfield, CT 06107  
Tel: 860-667-0460, Fax: 860-667-2240

**Anti-Stigma Project**

1521 South Edgewood Street, Suite C  
Baltimore, MD 21227  
Tel: 410-646-0262, 800-704-0262  
Fax: 410-646-0264  
E-mail: anti-stigma@usa.net  
Web: www.onourownmd.org

**Breaking the Silence (Lesson Plans)**

c/o NAMI New York State  
260 Washington Avenue  
Albany, NY 12210  
Tel: 518-462-2000, Fax: 518-462-3811  
E-mail: naminys@knick.net

**The Carter Center**

Mental Health Program  
One Copenhill 453 Freedom Parkway  
Atlanta, GA 30307  
Tel: 404-420-5156, Fax: 404-420-5158  
E-mail: carterweb@emory.edu  
Web: www.cartercenter.org

**Center for Psychiatric Rehabilitation**

Boston University  
930 Commonwealth Avenue West  
Boston, MA 02215  
Tel: 617-353-3549, Fax: 617-353-7700  
E-mail: psyrehab@bu.edu  
Web: www.bu.edu/sarpsych

**CONTAC (Consumer Organization and  
Networking Technical Assistance Center)**

West Virginia Mental Health  
Consumers Association  
1036 Quarrier Street, Suite 208A  
Charleston, WV 25301  
Tel: 304-346-9992, Fax 304-345-7303  
E-mail: contac@contac.org  
Web: http://www.contac.org

**Erasing the Stigma of Mental Illness**

2047 El Cajon Boulevard  
San Diego, CA 92104  
Tel: 619-543-0412, Fax: 619-543-0748  
E-mail: mhasd@flash.net

**Give Me Shelter (GMS Arts Education)**

4604 North Saginaw Road, Suite L  
Midland, MI 48640  
Tel: 517-631-2493, Fax: 517-631-2496  
E-mail: shelter@midglad.cog.mi.us

**IAPSRS (International Association of**

**Psycho-Social Rehabilitation Services)**  
10025 Gov. Warfield Parkway, #301 Columbia,  
MD 21044-3357  
Tel: 410-730-7190, Fax: 410-730-5965  
E-mail: general@iapsrs.org  
Web: www.iapsrs.org

**Lichtenstein Creative Media, Inc.**

1600 Broadway, Suite 601  
New York, NY 10019  
Tel: 212-765-6600  
E-mail: lcm@lcmedia.com  
Web: www.lcmedia.com

**Massachusetts Anti-Stigma Campaign**

242 Oak Street  
Holyoke, MA 01040  
Tel: 413-536-8588, Fax: 413-534-0111  
E-mail: antistigma@aol.com

**NAMI Anti-Discrimination Campaign**

Colonial Place Three  
2107 Wilson Blvd., 3rd Floor  
Arlington, VA 22201  
Tel: 800-950-6264, 703-524-7600  
Fax: 703-524-9094  
Web: www.nami.org

**National Artists for Mental Health, Inc.**

23 Walker Way  
Albany, NY 12205  
Tel: 1-800-413-4761, Fax: 518-869-6127  
E-mail: namh@wsg.net  
Web: www.wsg.net/namh

**National Depressive & Manic-Depressive Association**

730 North Franklin Street, Suite 501  
Chicago, IL 60610  
Tel: 1-800-826-3632, Fax: 312-642-7243  
Web: www.ndmda.org

**National Empowerment Center**

599 Canal Street  
Lawrence, MA 01840  
Tel: 978-685-1518, 1-800-power2u  
Fax: 978-681-6426  
Web: www.power2u.org/

**National Mental Health Association**

1021 Prince Street  
Alexandria, VA 22314  
Tel: 703-838-7528, 800-969-6642  
Fax: 703-684-5968  
Web: www\_nmha.org

**National Mental Health Awareness Campaign**

750 17th Street, NW, Suite 1100  
Washington, DC 20006  
Tel: 202-778-2309, Fax: 202-778-2330  
E-mail: nostigma@hotmail.com

**National Mental Health Consumers' Self-Help Clearinghouse**

1211 Chestnut Street, Suite 1100  
Philadelphia, PA 19107  
Tel: 800-688-4226, Fax: 215-636-6310  
E-mail: info@mhsselfhelp.org  
Web: www.mhsselfhelp.org

**National Stigma Clearinghouse**

245 Eighth Avenue, #213  
New York, NY 10011  
Tel: 212-255-4411  
E-mail: stigmanet@webtv.net  
Web: http://community.webtv.net/stigmanet

**Pathways to Promise**

5400 Arsenal Street  
St. Louis, MO 63139-1494  
Tel: 314-644-8400, Fax: 314-644-8834  
E-mail: pathways@inlink.com  
Web: www.pathways2promise.org

**Reclamation (Positive Visibility)**

2502 Waterford Drive  
San Antonio, TX 78217  
Tel: 210-822-3569

**FOR MORE INFORMATION**

**Stamp Out Stigma (SOS)**

1572 Winding Way, #A  
Belmont, CA 94002  
Tel: 650-592-2345  
E-mail: carmensos@aol.com

**University of Chicago Center for Psychiatric Rehabilitation**

7230 Arbor Drive  
Tinley Park, IL 60477  
Tel: 708-614-4770  
E-mail: p-corrigan@uchicago.edu  
Web: www.ucpsychrehab.org

**INFORMATION ON THE INTERNET**

The information below is subject to change and the addition of new sites. Use Internet search engines to find additional anti-stigma and anti-discrimination information on the Internet.

**FEDERAL**

**Center for Mental Health Services**

Substance Abuse and Mental Health Services Administration  
Knowledge Exchange Network (KEN)  
[www.mentalhealth.org](http://www.mentalhealth.org)

**National Institute of Mental Health**

**Home Page**  
[www.nimh.nih.gov](http://www.nimh.nih.gov)  
Site of National Institutes of Health/National Institute of Mental Health (NIH/NIMH).

**U. S. Surgeon General**

[www.surgeongeneral.gov](http://www.surgeongeneral.gov)  
Publications and information on health issues.

**NON-GOVERNMENT**

**Center for Psychiatric Rehabilitation**

[www.bu.edu/sarpsych](http://www.bu.edu/sarpsych)  
Research and training at Boston University.

**Cultural Environment Movement**

<http://cemnet.org>  
A site for advocates for media diversity.

**Lichtenstein Creative Media**

[www.lcmedia.com](http://www.lcmedia.com)  
A radio and documentary film producer.

**MadNation**

[www.madnation.org](http://www.madnation.org)  
Advocacy news, opinion pieces, links.

**MISANITY Home Page**

[www.misanity.org](http://www.misanity.org)  
Ohio-based consumers, ex-patients, survivors.

**NAMI Electronic Stigma Alerts**

[www.nami.org/campaign/stigmabust.html](http://www.nami.org/campaign/stigmabust.html)  
Register here to receive NAMI stigma alerts.

**National Artists for Mental Health**

[www.wsg.net/namh](http://www.wsg.net/namh)  
Site of "Pillows of Unrest" anti-stigma project.

**National Empowerment Center**

[www.power2u.org](http://www.power2u.org)  
A consumer, ex-patient/survivor organization.

**National Mental Health Assoc. Stigma Watch**

[www.nmha.org/newsroom/stigma](http://www.nmha.org/newsroom/stigma)  
Sign up here for NMHA Stigma Alerts.

**National Mental Health Consumers'**

**Self-Help Clearinghouse**  
[www.mhselfhelp.org](http://www.mhselfhelp.org)  
A consumer, ex-patient/survivor organization.

**National Stigma Clearinghouse**

<http://community.webtv.net/stigmanet>  
Anti-stigma links and news briefs.

**On Our Own of Maryland**

[www.onourownmd.org](http://www.onourownmd.org)  
Anti-stigma training and education programs.

**Open the Doors**

[www.openthedoors.com](http://www.openthedoors.com)  
Campaign of the World Psychiatric Association.

**Otto Wahl's Home Page**

<http://mason.gmu.edu/owahl/INDEX.HTM>  
An anti-stigma resource site.

**Pathways to Promise**

[www.pathways2promise.org](http://www.pathways2promise.org)  
A guide to interfaith ministries.

**University of Chicago Center for Psychiatric Rehabilitation**

[www.ucpsychrehab.org](http://www.ucpsychrehab.org)  
Research and training programs.

**RESEARCHERS INTERESTED IN STIGMA AND DISCRIMINATION**

The purpose of this list, first, is to let you know who are researchers currently working in the area of mental health and social inclusion. Second, it is to enable you to refer members of the media to nationally known experts who can provide accurate, research-based information.

**Campbell, Jean**

Missouri Institute of Mental Health  
Program in Consumer Studies and Training  
5400 Arsenal Street  
St. Louis, MO 63139  
Tel: 314-644-7829  
E-mail: campbelj@mimh.edu  
Web: cstprogram.org

**Corrigan, Patrick W.**

University of Chicago  
Center for Psychiatric Rehabilitation  
7320 Arbor Drive  
Tinley Park, IL 60477  
Tel: 708-614-4770  
E-mail: p-corrigan@uchicago.edu  
Web: [www.ucpsychrehab.org](http://www.ucpsychrehab.org)

**Estroff, Sue E.**

University of North Carolina  
Department of Social Medicine  
School of Medicine  
Campus Box 7240  
Chapel Hill, NC 27599  
Tel: 919-843-8076  
E-mail: see@med.unc.edu

**Farina, Amerigo**

University of Connecticut  
Department of Psychology, U-20  
Storrs, CT 06269-1020  
Tel: 860-486-4929  
E-mail: farina@psych.psy. uconn.edu

**Gerbner, George**

Cultural Environment Movement  
234 Golf View Road  
Ardmore, PA 19003  
Tel/Fax: 610-642-3061  
E-mail: ggerbner@nimbus.temple.edu

**Hiday, Virginia Aldigé**

North Carolina State University  
Department of Sociology, Box 8107  
State University  
Raleigh, NC 27695  
Tel: 919-515-3114  
E-mail: ginny\_hiday@ncsu.edu

**Lidz, Charles**

University of Massachusetts  
Department of Psychiatry  
55 Lake Avenue, North  
Worcester, MA 01655  
Tel: 508-856-8716  
E-mail: Chuck.Lidz@umassmed.edu

**Link, Bruce G.**

Columbia University  
Department of Epidemiology  
100 Haven Ave., Apt. 31D  
New York, NY 10032  
Tel: 212-928-0631  
E-mail: bgl1@columbia.edu

**FOR MORE INFORMATION**

**Markowitz, Fred E.**

Northern Illinois University  
Department of Sociology  
DeKalb, IL 60115  
E-mail: fredm@sun.soci.niu.edu

**Monahan, John**

University of Virginia  
School of Law  
580 Massie Road  
Charlottesville, VA 22903  
Tel: 804-924-3632  
E-mail: jmonahan@virginia.edu  
Web: <http://ness.sys.virginia.edu/macarthur/>

**Penn, David L.**

University of North Carolina  
Department of Psychology  
Campus Box 3270  
Chapel Hill, NC 27599  
Tel: 919-843-7514  
E-mail: dpenn@email.unc.edu

**Pescosolido, Bernice**

Indiana University  
Department of Sociology  
744 Ballantine Hall  
Bloomington, IN 47405  
Tel: 812-855-3841  
E-mail: pescosol@indiana.edu

**Phelan, Jo**

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## A SHORT LIST OF BOOKS

Carter, Rosalynn. *Helping Someone with Mental Illness*. (New York, NY: Times Books/Random House, 1998)

Mrs. Carter's concern about the adverse effects of prejudice pervades this informative book. It furnishes resource lists of books, information clearinghouses, Web sites, and a directory of organizations.

Deterline, Kim. *Media Activist Tool Kit To Challenge Myths and Stereotypes In The News*. (San Francisco, CA: We Interrupt This Message, 1997)

Topics include how to detect bias in the news, how to communicate with journalists, how to write a letter to the editor, how to meet with news management, and how to organize a demonstration. A tip-sheet format makes it easy to photocopy individual pages for use in meetings, mailings, and other situations that urge media action.

Fink, Paul Jay and Tasman, Alan, editors. *Stigma and Mental Illness* (Washington, D.C.: American Psychiatric Press, 1992)

First-person accounts of stigma open this book. There are chapters on attitudes toward mental illness in ancient Greece, medieval and renaissance Europe, and 19th century United States. There are also chapters on the stigma of psychiatric hospitalization and how it affects people, on the attitudes of medical students, and on the stigmatization of psychiatrists.

Philo, Greg, editor. *Media and Mental Distress*. The Glasgow University Media Group (New York: Addison Wesley Longman, Inc., 1996)

This book is a product of research conducted by the Glasgow University Media Group on the media and mental health/mental illness in Britain. Its central theme is the routine stigmatization of mental illness by the media and how these images affect the public, caregivers, and mental health survivors.

Shapiro, Joseph P. *No Pity: People With Disabilities Forging A New Civil Rights Movement*. (New York: Times Books/Random House, 1994)

This book chronicles the birth of the independent living movement and its progress alongside the civil rights struggles of other minorities.

Salzman, Jason. *Making The News. A Guide For Nonprofits And Activists*. (Boulder, CO: Westview Press, 1998)

This handbook, based on interviews with activists and journalists, explains how to generate news coverage about any worthy cause or issue. It tells how to plan media events, write press releases, contact reporters, deliver sound bites, lobby editorial writers, and more.

**FOR MORE INFORMATION**

Wallack, Lawrence et.al. *Media Advocacy and Public Health. Power for Prevention.* (Newbury, CA: Sage Publications, 1993)

This book examines the role of the media in framing public health debates. The chapters that lay out the theoretical underpinnings of mass communication as a tool for change are of interest to serious students of public health and safety.

Wahl, Otto F. *Media Madness: Public Images of Mental Illness.* (New Brunswick, NJ: Rutgers University Press, 1995)

This book about media images of psychiatric conditions draws its examples from entertainment, advertising, and the news. Dr. Wahl's analysis of the stereotypes is also a plea for change.

Wahl, Otto F. *Telling Is Risky Business: Mental Health Consumers Confront Stigma.* (New Brunswick, NJ: Rutgers University Press, 1999)

The experience of stigma and discrimination is told in the words of mental health consumers in Dr. Wahl's second book. Information about coping strategies, resources, and what mental health consumers would like the public to understand about their vulnerabilities are highlights of this unique book.

# Conclusion

The eradication of stigma and discrimination associated with mental illness has never been closer. The landmark report, *Mental Health: A Report of the Surgeon General*, issued in December, 1999, by U. S. Surgeon General David Satcher, places the issue high on the public agenda. Dr. Satcher's call for action both reflected and has invigorated a growing momentum to address the harm that prejudice and discrimination inflict upon millions of Americans.

Anti-stigma/anti-discrimination work and public education of all kinds are valuable and in critically short supply. Activists can have an effect through media-based public awareness campaigns, education efforts directed toward

selected audiences such as children and businesses, speakers' bureaus, community special events, and civic gatherings with presentations by advocates, mental health consumers, and expatients/survivors.

Information about annual and multi-year public awareness campaigns can be obtained from SAMHSA/Center for Mental Health Services, NIH/National Institute of Mental Health, the National Mental Health Association, the National Alliance for the Mentally Ill, from organizations listed in this guide, and from advocacy groups in your community. Through persistent, combined efforts, the mental health community can lead public opinion away from stereotypic thinking.

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## SOURCES FOR "INFORMATION YOU CAN USE IN LETTERS"

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